

**U.S. Climate Alliance Participation at GCAS
Strawman Proposal**

DRAFT SCHEDULE OVERVIEW

- **August:** Release 30-60 sec videos of governors talking about their climate leadership
- **Late-August:** Potential announcement of new actions
- **September 3 (week of):** Release USCA annual report
- **September 12 (TBD):** Opportunity for U.S. Climate Alliance Affiliate Events
- **September 13:** Global Climate Action Summit Plenary
- **September 13/14:** Issue-specific Stage Events for Governors
- **September 13 @ 14:00 – 15:30 -** Alliance Governors meeting w/CEOs
- **September 13 @ 15:45 – 16:45:** (TBC) Canada & Mexico ministerial/leaders meeting with Governors
- **September (TBD)** – Alliance Governors Fundraising Dinner

DRAFT SCHEDULE DETAILS

Pre-GCAS Rollout

August: Release 30-60 sec videos of governors talking about their climate leadership

We will work with state teams to produce short videos of each governor (self-selected) and roll them out over the course of August and early September to build momentum for GCAS. Will end with “Challenge Accepted” to signal towards GCAS challenge buckets.

Late-August: Potential announcement of new actions

There was a suggestion to announce additional actions throughout the month to avoid being drowned out by GCAS. (Need to discuss how to select announcements for early release vs on-stage-time)

September 3 (week of): Release USCA annual report

We will release our report the week before GCAS to avoid getting drowned out by GCAS.

September 12 (TBD): Opportunity for U.S. Climate Alliance Affiliate Events

Deeper discussion on Alliance and state-specific progress in partnership with key organizations. Events may be coordinated through the secretariat or state teams may work directly with other organizations.

GCAS Stage Events

September 13: Global Climate Action Summit Plenary

Format: Video and announcement of new commitments with an emphasis on bipartisan participation.

- 4 minute video – accomplishments
- 16 minutes discussion/announcements – new USCA commitments in super pollutants, energy efficiency standards, zero emission vehicles and natural and working lands, amongst others

September 13/14 – Issue-specific Stage Events (INDICATIVE ONLY)

Plan to find stage time for each governor in attendance that aligns with their priorities/strengths.

Closed Door Meetings at GCAS

September 13 @ 14:00 – 15:30 - First Alliance Governors meeting

USCA governors meet with CEOs and other leaders from relevant institutions to discuss innovation in energy and transportation.

September 13 @ 15:45 – 16:45: (TBC) Canada & Mexico ministerial/leaders meeting with Governors

Announce new areas of cooperation (should align with things USCA planning to do), agreement on reporting back and specific opportunities for cross-border technical cooperation. Format likely to be a 1-hr meeting with short joint statement; back-to-back with Alliance Governors' meeting; followed by Summit reception for those interested. Occurs during breakout sessions (assuming GCAS schedule of events hasn't changed). Governor participation is self-selected.

September (TBD) – Alliance Governors Fundraising Dinner

A hosted dinner for governors, CEOs and other institutional leaders. Could feature an interview with Sandoval as (hopefully) our newest member and remarks on innovation in energy and transportation. Would serve to raise funding for the Alliance.

MAJOR EVENT OVERVIEWS

September 13 - Alliance Governors' Meeting with CEOs

Questions: Is there value to convening governors with CEOs to discuss this topic? What issues in governors be knowledgeable enough about to have a meaningful conversation? Do we want to use this meeting to get some kind of mandate or other outcome?

Topic: Innovation in Energy and Transportation

Overview: Participants discuss areas where innovation is still needed to transform our energy systems and shift towards clean transportation. Structured as a moderated discussion, participants are asked to focus on the results they want to achieve (especially how to plan for the transition to ZEVs), barriers to innovation, and how each can help drive more innovation. (*Note. Key will be to keep it high-level enough that this group can actually discuss while also having enough substance behind it that we get some kind of direction coming out of the meeting. End Note*)

In the energy sector, the discussion could focus on the integration between energy and transport, namely how to plan for the surge in EVs and increase in power demand that includes issues such as demand-side management, battery storage (and use of EVs as battery storage), keeping rates affordable, and infrastructure planning. On clean transportation, participants could focus on EV and hydrogen fuel cell deployment (including incentives), preparing for a future with autonomous vehicles, and reducing emissions per mile travelled through better land use planning and cooperation with cities to improve mass transit.

Stretch Goal: Participants could also kick off an X-prize, or indicate financial support for university-based R&D in their states to address some of the innovation challenges raised.

Format: Open with a 5-7 min Ted-talk style presentation on what a clean energy, clean transport future looks like and what it will take to get there. Followed by a moderated roundtable discussion with ~6 governors and ~6 CEOs/high-level participants. Instead of the Ted Talk, could consider Sandoval opening with a readout on what doing on Innovation from NGA and an announcement NV is joining.

Moderator: Former governor, moderate Republican with good climate reputation (e.g. Schwarzenegger, Sandoval, etc.)

Participants: Uber, Lyft, Tesla, Microsoft, Google, Professor from UCDavis that is an expert on transportation (they are leading thinkers on AV), Hal Harvey from Energy Innovations (neutral, could represent innovation thinking on the power sector), SMUD (one of the most progressive utilities, owned by the city), car company? (would be good to have one but challenging with clean car standards attack)

Note: Julie is confirming there are no legal problems with bringing select companies to a closed door discussion.

September TBD - Hosted Fundraising Dinner/Lunch

Question: What are the risks to a fundraising dinner/lunch given the proximity to elections? Who is a good host? Who should be invited? What speakers, etc. would help draw people given the plethora of events happening in parallel?

Overview: Fundraising dinner with USCA governors, CEOs, foundation heads, university heads with any remarks/interviews focused on innovation in energy and transportation.

Format: Welcome by host, followed by Bullock (as new NGA chair and hopefully new Alliance member) interviewing Sandoval (just wrapping up NGA chairmanship focused on innovation and hopefully new member) about the need for more innovation and what states and companies do together to help advance. One hour to dine, followed by brief closing remarks by one of our co-chairs focused on path forward and next steps.

Host: Laurene Powell Jobs (?), others?

Governor Attendees (updated in May)

Question: In addition to a more firm agenda, what will compel governors to attend?

- Likely: Hawaii (David Ige-D), Oregon (Kate Brown-D), Connecticut (Dannel Malloy-D), Washington (Jay Inslee-D), Colorado (John Hickenlooper-D), California (Jerry Brown-D)
- Maybe: Maryland (Larry Hogan-R), Hickenlooper (CO)
- Unlikely (because of primaries): Rhode Island (Gina Raimondo-D), New York (Andrew Cuomo-D), Massachusetts (Charlie Baker-R)
- Uncertain: Delaware (John Carney-D), Minnesota (Mark Dayton-D), New Jersey (Phil Murphy-D), North Carolina (Roy Cooper-D), Puerto Rico (Ricardo Roselló), Virginia (Ralph Northam-D)

* Updated in May. We need to finalize plans before going back to confirm.

Possible Announcements – ALL ARE INDICATIVE ONLY

Questions: How can we make these more ambitious? Which are priorities for us to announce at GCAS? Should we instead be thinking about bundling them and announcing emissions that will be reduced, etc.?

- Transportation: ZEV target (all new passenger vehicle sales are ZEV by 2050) with menu of options for achieving those targets
- Green Banks: Open Green Bank front offices in at least three Alliance states; Establish a consortium entity to act as a non-branded support backbone for new Green Banks; Raise \$1 billion available to invest across Alliance states and beyond
- Super Pollutants: Action Plan for reducing super pollutant emissions in Alliance States, including regulatory limits and phase-down schedules. Each state may append to the Action Plan its own complementary Plan to achieve the reduction target. (Each state is free to issue announce state-specific plans and measures ahead of the Summit.)
- Natural and Working Lands: Carbon sequestration goal with high-level USCA policy framework
- Clearinghouse: Release early version of the USCA Climate Clearinghouse
- Power Sector: Release “solar ready community playbook” and “non-wires playbook”
- Resilience: Need to explore how to package existing workstreams into an announcement
- Product Energy Efficiency Standards: Announce coordinated action on a sub-set of 20 product efficiency standards.

Video

Questions: Creating individual videos is time consuming but are a useful way of engaging the public. Is it worth the effort for individual teams to pull together their own videos? Do teams have the in-house capacity to do this? Do they think their governors would be amenable to doing so?

Individual Governor Videos: Starting in August, each state would produce a short video (approx. 1-2min) to share their leadership on climate change with their constituents, honing in messages about how climate action supports the economy, jobs, human and environmental health, etc. *Teams would produce this in-house*, and the videos would be shared online, especially through social media. Each would end with something like “In September, the U.S. Climate Alliance will join leaders from around the world at the Global Climate Action Summit to tackle the climate challenge. I’m accepting the challenge. Do you?” They would be released on a rolling basis over August, in the lead up to the Summit.

GCAS Video: On stage at GCAS, we would show a 4-min video that summarizes the progress made by the Alliance and its states. Some of the sound bites or video clips may be taken from individual governors’ videos. The Secretariat would work with a consultant to produce the video.